

# JOSH MANDEL

#50591  
WKRC-100%

Revision #: 0 Date: 8/20/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2614  
Media: TV Description: OH US SEN JOSH MANDEL AUG 21-AUG 27  
Product: GENERAL Flight Start Date: 8/21/12 5:00:00 AM  
Market: Cincinnati Flight End Date: 8/27/12 4:59:00 AM

Separation between spots: 30

													Total Spots	
Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Tue 8/21	Wed 8/22	Thu 8/23	Fri 8/24	Sat 8/25	Sun 8/26	Mon 8/27		
WKRC-TV														
27	MTuWThF 6:00a-6:30a	EM	\$400.00	\$340.00	2 15	2	2	2	2	0	0	2	10	
	GD MRN CINN@6													
41	MTuWThF 6:00p-6:30p	EN	\$750.00	\$637.50	2 15	2	2	2	2	0	0	2	10	
	LOCAL12 NEWS-6<													
44	MTuWThF 11:00p-11:35p	LN	\$850.00	\$722.50	3 15	2	2	2	2	0	0	2	10	
	LATE NEWS													
45	Su 11:00p-11:35p	LN	\$850.00	\$722.50	3 15	0	0	0	0	0	2	0	2	
	LATE NEWS													
Total Spots:						6	6	6	6	0	2	6	32	
Total Cost:			\$21,700.00	\$18,445.00										
Total														
AUG 12			\$17,700.00	\$15,045.00										26
SEP 12			\$4,000.00	\$3,400.00										6

Signature: \_\_\_\_\_

Disclaimer:

15 BOOKENDS



## Summary by Station/System

Date: 8/20/2012

**Client:** OH- US SEN- JOSH MANDEL- 2012 **Estimate:** 2614  
**Media:** TV **Description:** OH US SEN JOSH MANDEL AUG 21-AUG 27  
**Product:** GENERAL **Flight Start Date:** 8/21/12 5:00:00 AM  
**Market:** Cincinnati **Flight End Date:** 8/27/12 4:59:00 AM

**Separation between spots:** 30

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	32	\$21,700.00	100%	\$18,445.00	100%
<b>Market Total:</b>	32	\$21,700.00		\$18,445.00	

# ORDER



**Orders**

**Order / Rev:** 50591

**Alt Order #:**

**Product Desc:** 2614

**Estimate:** 2614

**Flight Dates:** 08/21/12 - 08/27/12

**Original Date / Rev:** 08/20/12 / 08/20/12

**Order Type:** GENERAL

**Local 12 WKRC-TV**

LSM LSM

CVG

Local

**Primary AE:**

**Sales Office:**

**Sales Region:**

**Agency**

**Name:**

**Buying Contact:**

**Billing Contact:**

**Strategic Media Placement**

7669 Stagers Loop

Delaware, OH 43015

Cash

Broadcast

EOM/EOC

15%

**Billing Type:**

**Billing Calendar:**

**Billing Cycle:**

**Agency Commission:**

**Advertiser**

**Name:** Josh Mandel fo OHio US Senate

**Demographic:** HH

**Product Codes:** US Senate

**Priority:** P-3

**Revenue Codes:** AGY, POL-CAND, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	13	\$17,700.00	\$15,045.00	0.00
September 2012	3	\$4,000.00	\$3,400.00	0.00
<b>Totals</b>	<b>16</b>	<b>\$21,700.00</b>	<b>\$18,445.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	08/21/12	08/27/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11111--	:15/:15	5	\$800.00	P-2	0.00	BK	5	\$4,000.00
				6a Good Morn Cincinnati		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-1111--	4	\$800.00	0.00								
		Week: 08/27/12	09/02/12	1-----	1	\$800.00	0.00								
N 2	WKRC	08/21/12	08/27/12	6p Local 12 News at Six	CM	6p-630p	11111--	:15/:15	5	\$1,500.00	P-2	0.00	BK	5	\$7,500.00
				6p Local 12 News at Six											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-1111--	4	\$1,500.00	0.00								
		Week: 08/27/12	09/02/12	1-----	1	\$1,500.00	0.00								
N 3	WKRC	08/21/12	08/27/12	11p M-F Local 12 News	CM	11p-1135p	11111--	:15/:15	5	\$1,700.00	P-3	0.00	BK	5	\$8,500.00
				11p M-F Local 12 News 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-1111--	4	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	1-----	1	\$1,700.00	0.00								
N 4	WKRC	08/26/12	08/26/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----1	:15/:15	1	\$1,700.00	P-3	0.00	BK	1	\$1,700.00
				11p Sa-Su Local 12 Nws 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	1	\$1,700.00	0.00								
<b>Totals</b>														<b>16</b>	<b>\$21,700.00</b>

# Spot Manager: All, 08/21/12-08/27/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Josh Mandel fo OHio US Senate												
Agency: Strategic Media Placement												
Station: WKRC-TV												
Order: 50591												
Line: 1												
08/21/12	Tuesday	6:42:36 AM	:15/:15	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	2614	2614	P-2	1	LSM
08/22/12	Wednesday		:15/:15	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	2614	2614	P-2	2	LSM
08/23/12	Thursday		:15/:15	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	2614	2614	P-2	3	LSM
08/24/12	Friday		:15/:15	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	2614	2614	P-2	4	LSM
08/27/12	Monday		:15/:15	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	2614	2614	P-2	5	LSM
				\$4,000.00							5	
Line: 2												
08/21/12	Tuesday	6:04:19 PM	:15/:15	\$1,500.00		6p Local 12 News at Six	6p-630p	2614	2614	P-2	1	LSM
08/22/12	Wednesday		:15/:15	\$1,500.00		6p Local 12 News at Six	6p-630p	2614	2614	P-2	2	LSM
08/23/12	Thursday		:15/:15	\$1,500.00		6p Local 12 News at Six	6p-630p	2614	2614	P-2	3	LSM
08/24/12	Friday		:15/:15	\$1,500.00		6p Local 12 News at Six	6p-630p	2614	2614	P-2	4	LSM
08/27/12	Monday		:15/:15	\$1,500.00		6p Local 12 News at Six	6p-630p	2614	2614	P-2	5	LSM
				\$7,500.00							5	
Line: 3												
08/21/12	Tuesday	1:33:00 PM	:15/:15	\$1,700.00		11p M-F Local 12 News 1	11p-1135p	2614	2614	P-3	1	LSM
08/22/12	Wednesday		:15/:15	\$1,700.00		11p M-F Local 12 News 1	11p-1135p	2614	2614	P-3	2	LSM
08/23/12	Thursday		:15/:15	\$1,700.00		11p M-F Local 12 News 1	11p-1135p	2614	2614	P-3	3	LSM
08/24/12	Friday		:15/:15	\$1,700.00		11p M-F Local 12 News 1	11p-1135p	2614	2614	P-3	4	LSM
08/27/12	Monday		:15/:15	\$1,700.00		11p M-F Local 12 News 1	11p-1135p	2614	2614	P-3	5	LSM
				\$8,500.00							5	
Line: 4												
08/26/12	Sunday		:15/:15	\$1,700.00		11p Sa-Su Local 12 Nws	11p-1135p	2614	2614	P-3	1	LSM
				\$1,700.00							1	
				\$21,700.00							16	
				\$21,700.00							16	
				\$21,700.00							16	
				\$21,700.00							16	
				\$21,700.00							16	
				\$21,700.00							16	

[Filtered by: ] [Sorted by: Station]